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Employment	<b>Northwestern University, Kellogg School of Management</b> Postdoctoral Fellow (2023-2026) Mentor: Brayden King
Education	<b>Columbia University, Graduate School of Business</b> Ph.D in Management, May 2023 Dissertation Title: A Relational View of Social Media Influencers and Audience Evaluations in Cultural Markets Dissertation Committee: Dan Wang (co-chair), Damon Phillips (co-chair), Bruce Kogut, Michael Mauskopf, Oliver Hahl  <b>Columbia University, Graduate School of Arts and Sciences</b> M.A. in Quantitative Methods in the Social Sciences, 2015  <b>Princeton University</b> A.B. in Sociology, 2014 (highest honors, Phi Beta Kappa) Thesis Advisors: Viviana Zelizer, Matthew Salganik
Research Interests	Organization Theory; Economic Sociology; Relational Work; Authenticity; Social Evaluations; Evaluators and Evaluations; Cultural Industries; Content Creators; Mixed Methods; LLM-Assisted Content Analysis
Publications (Research)	Vertesi, J., Kaye, J., Jaroszewski, S., Khovanskaya, V., and <b>Song, Y.J.</b> 2016. Data Narratives: Uncovering tensions in personal data management. <i>Proceedings of the 19<sup>th</sup> ACM Conference on Computer-Supported Cooperative Work and Social Computing</i> . <a href="http://dl.acm.org/citation.cfm?id=2820017">http://dl.acm.org/citation.cfm?id=2820017</a>
Papers Under Review	<b>Song, Y.J.</b> Commercialization and Connection Intertwined: How BookTubers' Relational Signaling Contributes to Audience Support. <i>Under Review at Academy of Management Journal</i> .  <b>Song, Y.J.</b> , Cho, Y.H., Apker, K., Ghaedipour, F., Pillemer, J., Sackett, E., and Sonal, R. Mapping the Creator Economy: A Theoretical Framework and Research Agenda for Management Scholarship. <i>Under Review at Organization Science</i> .
Working Papers (Draft Available)	<b>Song, Y.J.</b> and King, B.G. The Reproduction of Racial Inequality Through Audience-Oriented Relational Work in Cultural Markets.  <b>Song, Y.J.</b> Paying Korean Grandmothers: Relational Work and the Formalization of Informal Care.

	<ul style="list-style-type: none"> <li>• Isidore Brown Thesis Award, Princeton University (2014)</li> <li>• Bienen Senior Thesis Prize in the Program in East Asian Studies, Princeton University (2014)</li> </ul>
Work in Progress	<p><b>Song, Y.J.</b> and King, B.G. Cultural Gatekeepers as Activists: Relational Policing of Authentic Representation in Cultural Products.</p> <p><b>Song, Y.J.</b> and King, B.G. Using Large Language Models for Theory-Driven Content Analysis.</p> <p><b>Song, Y.J.</b> and Chong, P. The Evaluative Landscape of Books.</p>
Publications (Other)	<p><b>Song, Y. J.</b> 2024. Taylor Lorenz. Extremely Online: The Untold Story of Fame, Influence, and Power on the Internet. <i>Administrative Science Quarterly</i>, 69(3), NP40-NP42. <a href="https://doi.org/10.1177/00018392241231567">https://doi.org/10.1177/00018392241231567</a></p> <p>Lee, A. Y., and <b>Song, Y. J.</b> 2024. <i>Golub Capital Board Fellows Program 2024 Kellogg Alumni Survey</i> [White paper]. Kellogg School of Management.</p>
Conferences, Presentations, & Talks	<p><b>2025</b> Academy of Management Annual Meeting (organizer and moderator of professional development workshop hosted by OMT division); Authenticity Conference</p> <p><b>2024</b> Oxford Corporate Reputation Symposium; Academy of Management Annual Meeting (organizer and moderator of panel symposium hosted by OMT division)</p> <p><b>2023</b> Creative Industries Conference; Academy of Management Annual Meeting (organizer and presenter at symposium hosted by MOC, OMT, and TIM divisions/ nominated for MOC Best Symposium)</p> <p><b>2022</b> Creative Industries Conference; Academy of Management Annual Meeting (paper session, OMT Doctoral Consortium); Trans-Atlantic Doctoral Conference; East Coast Doctoral Conference</p> <p><b>2020</b> People and Organizations Conference; Academy of Management Annual Meeting</p> <p><b>2016</b> Academy of Management Annual Meeting (organizer and presenter: IM Division Showcase Symposium/ OMT Division Symposium)</p> <p><b>2015</b> Eastern Sociological Society Annual Meeting</p>
Awards, Grants, & Fellowships	<p>Academy of Management MOC Division Outstanding Reviewer Award (2023)</p> <p>Sanford C. Bernstein &amp; Co. Center for Leadership &amp; Ethics Doctoral Research Grant, <i>Columbia Business School</i> (2019)</p> <p>Paul and Sandra Montrone Doctoral Fellowship, <i>Columbia Business School</i> (2016)</p> <p>Graduate Research Fellowship, <i>Columbia Business School</i> (2015-2021)</p> <p>Isidore Brown Academic Achievement Award, <i>Princeton University</i> (2014)</p> <p>Isidore Brown Thesis Award, <i>Princeton University</i> (2014)</p> <p>Bienen Senior Thesis Prize in the Program in East Asian Studies, <i>Princeton University</i> (2014)</p>

Teaching	Instructor <ul style="list-style-type: none"> <li>• Global Business Track (2021 MBA, Designed Inaugural Course)</li> <li>• Cross-Cultural Seminar (2021, 2020 MBA)</li> </ul>
	Teaching Assistant <ul style="list-style-type: none"> <li>• Golub Capital Board Fellows Program (2023-2025 MBA), Prof. Allison Henry</li> <li>• Technology Strategy (2022 MBA), Prof. Dan Wang</li> <li>• Strategy Seminar (2020 Ph.D), Prof. Daniel Keum</li> <li>• Power, Influence, &amp; Networks (2019, 2017 MBA), Prof. Mabel Abraham</li> <li>• Foundations of Entrepreneurship (2019, 2018 MBA), Profs. Damon Phillips &amp; Geraldine Wu</li> <li>• Organizational Theory Seminar (2018 Ph.D), Prof. Mabel Abraham</li> <li>• Strategic Formulation (2016 EMBA), Prof. Bruce Kogut</li> </ul>
Academic Service	Ad-hoc reviewer for <i>Poetics</i> Ad-hoc reviewer for OMT and MOC divisions of the Academy of Management
Professional Memberships	Academy of Management (OMT; MOC; STR) American Sociological Association (Economic Sociology; Sociology of Culture) Interdisciplinary Authenticity Early Career Researcher Group Creator Economy Working Group Boston University Precarity Lab
Technical Skills	R; Stata; Python; LLMs (with and without API); Computational Text Analysis; MATLAB; UNIX; Git; LaTeX; Qualtrics; AWS; SQL
Other	U.S. Permanent Resident; South Korean Citizen Medical Leave (Fall 2020) Parental Leave (AY 2017-2018)